

Bottom Line

HR Professional's guide to creating a strategically sustainable organization Employees are central to creating sustainable organizations, yet they are left on the sidelines in most sustainability initiatives along with the HR professionals who should be helping to engage and energize them. This book shows business leaders and HR professionals how to: motivate employees to create economic, environmental and social value; facilitate necessary culture, strategic and organizational change; embed sustainability into the employee lifecycle; and strengthen existing capabilities and develop new ones necessary to support the transformation to sustainability. Talent, Transformation, and

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the Triple Bottom Line alsodemonstrates how leading companies are using sustainability tostrengthen core HR functions: to win the war for talent, to motivate and empower employees, to increase productivity, and toenliven traditional HR-related efforts such as diversity, healthand wellness, community involvement and volunteerism. In combination, these powerful benefits can help drive businessgrowth, performance, and results. The book offers strategies, policies, tools and specific actionsteps that business leaders and HR professionals can use to getinto the sustainability game or enhance their effortsdramatically Andrew Savitz is an expert in sustainability and has workedextensively with many organizations on sustainability strategy andimplementation; he and Karl Weber wrote The Triple BottomLine, one of the

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most successful books in the field Published in partnership with SHRM and with the cooperation of the World Business Council for Sustainable Development Forward by Edward Lawler III This book fills a gaping hole in both the HR and sustainability literature by educating HR professionals about sustainability, sustainability professionals about HR, and business leaders about how to marry the two to accelerate progress on both fronts.

To date, both internal and external corporate environmental reporting and management systems have focused on physical input–output measures. However, external stakeholders are increasingly demanding that organisations provide more financial information about the costs and benefits of their environmental actions. As environmental

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costs rise, internal decision-makers are also seeking such information to ensure that money is well spent. Beyond basic compliance, many companies will not countenance environmental actions for which a "business case" cannot be made. A number of companies – such as Baxter, BT, Xerox, Zeneca and others – are now beginning to develop a better understanding of the costs and benefits of environmental action. The US Environmental Protection Agency has also done considerable work on models designed to understand the "full costs" of pollution control investments, with the aim of demonstrating that – when these are properly considered – pollution prevention can be a more cost-effective alternative. The Green Bottom Line brings together much of the world's leading research and best-practice case studies

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on the topic. Divided into four sections, covering "General Concepts", "Empirical Studies", "Case Studies" and "Implementation", the book includes case studies from the US EPA's Environment Accounting Programme and contributions from authors at institutions including the IMD, INSEAD, Tellus Institute and the World Resources Institute. It constitutes a state-of-the-art collection.

Argues that the foundation of success in business and personal pursuits is building trust, and outlines how to implement the eight pillars of trust in order to enjoy better relationships, reputations, and results.

From the back cover: Subject to shifts of political mood, portrayed by the media as lazy and incompetent, hobbled by central agency regulations, criticized by auditors general,

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public service managers have a tough time of it....Is the good manager one who follows the rules, or the one who ignores lines of authority to get things done? Is the official who stays within the budget but doesn't deliver the program a better manager than the one who blows the budget but provides the public with a needed service? This book, one of very few on public sector management, suggests how to improve the system and foster management excellence.

Watching the Bottom Line

Health Breakthroughs 2022

Beyond the Bottom Line

Manage Risk and Fund the Good Life Your Whole Life

Frontline Christians in a Bottom-Line World

The Bottom Line

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The Blackboard and the Bottom Line

The concept of the 'triple bottom line' (TBL) - the idea that business activity can simultaneously deliver financial, social and environmental benefits - was introduced in the early 1990s. A decade on, The Triple Bottom Line: Does it All Add Up? brings together the world's leading experts on corporate responsibility to assess the implications, benefits and limitations of the TBL. This collection provides a review of what has

already been achieved in stimulating change in corporate culture and bringing businesses to an appreciation of the importance and benefits of corporate social responsibility (CSR) and good environmental performance. It further explores the conceptual and practical limits of the metaphor of the TBL and sets out what can be achieved through regulation and legislation, presenting detailed professional procedures for environmental accounting and

management and social auditing. The contributors' wealth of experience and insight provides a vivid picture of how much attention is now being focused by businesses on delivering more than just financial targets, and they clearly outline the necessary steps for successfully continuing along this trajectory.

Environmentally safe engineering is one of the hottest and most controversial topics in technical circles. Though many publications offer theory and intellectual

discussion of the topic, this book provides practical, hands-on advice including hints and tips from the nation's top engineers. Green Electronics/Green Bottom Line offers practical advice for engineers and managers who want or need to incorporate environmental issues into the design process. The emerging discipline of Design for the Environment (DfE) combines engineering know-how with environmental awareness. Topics include international

policy issues such as ISO 14000, materials selection (e.g., for recyclability), manufacturing concerns like no-flux processes, and design issues such as power consumption. Real-world cases show how these elements can be included in everyday designs. Each chapter opens with a topical cartoon and lively story, interview or editorial. The discussion will then move to specific engineering issues and their economic and social context. The last section

explores larger possibilities and new directions still to be explored by engineers concerned with education, health, and environmental quality. Contributors include engineers from Motorola, Analog Devices, Dupont, Compaq, Nortel, AMD, and Apple Computer, and academics from universities in the US, Canada, the UK, and Europe, as well as the Rocky Mountain Institute. An everyday guide to environmentally sound electronics

design Contributors include top engineers from the biggest electronics manufacturers and most prestigious universities Real-world cases illustrate topics giving concepts the reader can apply immediately

Offers a broad view of leadership and shareholder value based on multiple business disciplines In Why the Bottom Line Isn't! authors Dave Ulrich and Norm Smallwood argue that sustainable shareholder value comes increasingly

from assets not accounted for on an organization's balance sheet. These assets include a company's reputation, its ability to attract talent, and its ability to react quickly to new opportunities in the marketplace. Why the Bottom Line Isn't! harnesses research from a number of disciplines including human resources, finance, and leadership to establish a hierarchy of such intangibles. The authors extrapolate from these intangibles to establish leadership

tools that will help create sustainable shareholder value. The book offers a broad, expansive perspective on leadership while eschewing convoluted theory for concrete practice. Dave Ulrich, Ph.D., (DOU@UMICH.EDU) has been listed by BusinessWeek as the top "guru" in management education. He has co-authored 10 books and over 100 articles, serves on the Board of Directors of Herman Miller, and has consulted with over half of the Fortune 200 companies.

He is currently on professional leave as Professor at the University of Michigan to serve as Mission President for the Church of Jesus Christ of Latter-day Saints in Montreal. Norm Smallwood (nsmallwood@rbl.net) is co-founder of Results-Based Leadership (www.rbl.net), which provides education and consulting services based on this book as well as the ideas in Results-Based Leadership: How Leaders Build the Business and Improve

the Bottom Line, which he co-authored with Ulrich. He has led leadership development, business strategy, organization capability, change management, and HR projects for a wide variety of clients spanning multiple industries.

The first step any company must take before it can begin ISO 14001 implementation is to secure 100 percent, enthusiastic commitment from top management. Top management is

persuaded if ISO 14001 impacts the bottom line. This practical, how-to book helps you build a business case for ISO 14001. Implementing ISO 14001 brings a corporate culture change, resulting in cost savings, reduced waste, and enhanced relationships with community regulators and other stakeholders. The author explores these issues with top people in the field who have already implemented the system. She addresses: what steps did they take? has the

business case been supported by experience? what are the tangible cost savings? Through these interviews you understand what elements or cost savings can be transferred to your company. You will learn how to convince senior management to implement ISO 14001 - and what business benefits your company will see through the eyes of experts who have been down that path. Once you have top management on board, you must deliver. The Bottom

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Line: How to Build a Business Case for ISO 14001 shows you how to implement ISO 14001 and how it will profitably affect your bottom line.

Businomics From The Headlines To Your Bottom Line

Green Electronics/Green Bottom Line

The Trust Edge

Groups Make A Difference

Does It All Add Up

Why Corporations Make Good People Do

Bad Things

This book is a fiction anthology based on true events

Some people spend more time planning their next vacation than they spend planning a comfortable financial life. You can do better with **BOTTOM LINE FINANCIAL PLANNING!** Learn key concepts from experienced professionals--from efficient investing to tax and debt management, from retirement -wish-list- planning to guarding your loved ones from financial hazards, from estate planning essentials to building the legacy you leave for your heirs.

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On your terms, and your timeline. Know what you can DIY...and how to assemble your expert team to handle the rest. Scan each chapter's introductory bullet list of -bottom line- planning necessities to see what you're already doing right--and what you may be missing. Concise, clear explanations follow, with helpful tips and stories from seasoned financial professionals focused on helping clients manage risk and fund their good life.

The classic guide to sustainability strategy and implementation—updated for today's businesses
To ensure business success, companies must

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embrace sustainable management. Firms need to find the overlap between business interests and the interests of society and the environment before they can secure a lasting competitive edge. By making the case for sustainability as a fundamental business practice, *The Triple Bottom Line* became an instant classic when first published in 2006, showing a generation of business leaders how to find their sustainability sweet spot—where profitability merges seamlessly with the common good. Now updated with ground-breaking stories of successes and failure, this revision of *The Triple Bottom Line* is

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a critical resource for all managers and leaders. Features in-depth success stories of sustainability practices at major firms such as Wal-Mart, GE, DuPont, American Electric Power, and PepsiCo—and shows why companies such as BP and Hershey continue to fail Draws on Andy Savitz's 25 years of pioneering consulting and research in the field Includes all-new reporting and analysis on the practice of sustainability and the triple bottom line in business today, providing new insights on where sustainability is headed The Triple Bottom Line is essential reading for any firm to meet the challenge of

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creating lasting value for both shareholders and society.

The Bottom Line Personal Book of Bests
Inside Information from America's Leading Experts
St. Martin's Griffin

Gunning for Profits on the Home Front
Velocity

Why the Bottom Line Isn't!

Triple Bottom Line Risk Management
Publishing for Profit

Bottom Line Competitive Intelligence

Talent, Transformation, and the Triple Bottom
Line

What were the business aspects of professional baseball during World War II? The sport, like many nonessential industries, struggled to find its place in society during a time of war. The men who ran the game faced government interference and manpower shortages that threatened to shut down their businesses for the duration, and they had to balance the need to show a patriotic front to the public while at the same time protecting their

investments. Archival and primary sources provide insight into the perceptions of the major league owners and an understanding of how most of them were able to keep their businesses profitable while the nation fought an enormous two-front war.

This is the first book to distill the best of the forward-looking ideas of socially responsible policies emerging from the corporate world. By following the suggestions detailed here,

individuals can institute similar programs in their own companies—because it's the right choice to make, and the smart one. Something new is happening in the business world. Determined to stay competitive in an era of downsizing, companies are making a surprising discovery: Practices that benefit employees, communities, and the environment aren't just good deeds—they're also good business. The leaders of this new business vision

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include household names like Honeywell, Stride Rite, Hasbro, Reebok, and Levi Strauss & Co. These and other American companies have discovered that in order to create and sustain economic opportunity and reap the rewards of a good reputation, they must put their policies where their principles are in such diverse areas as work and family life, community welfare, and ecology. Whether you run a company or just work for one, you'll find here abundant

inspiration and examples of how businesses can safeguard the environment and improve the lot of their employees, their communities, and the world beyond while ensuring their own long-term profitability.

Based on extensive interviews with workers in four different industries, this book takes us behind the statistics of the economic collapse and into the lives of Americans who are struggling to make ends meet and

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support their families. Tom Juravich combines oral history with social and economic analysis to provide a vivid account of the multiple challenges presented in today's workplaces. At a Verizon call center in Andover, Massachusetts, customer service reps find themselves overwhelmed by the pace of work and the constant monitoring. They describe a daily routine marked by regimentation, intense pressure to sell, and unrelenting stress. In New

Bedford, undocumented Guatemalans in the fish-processing industry are fired if they don't work fast enough, cheated out of wages, and mistreated by supervisors. Juravich describes a brutal immigration raid by U.S. Immigration and Customs Enforcement that divided families and forced workers further underground. Juravich then takes us inside the operating rooms at the Boston Medical Center, where hospital consolidation has

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brought a new "bottom line" philosophy that has fundamentally altered the way patient care is delivered. Surgery takes place almost non-stop, driving some nurses from their chosen profession and leaving those who remain exhausted. The final case study looks at the shuttering of the Jones Beloit plant, an internationally known manufacturer of machinery for the paper industry. Despite the best efforts of highly skilled and productive workers

to save their plant, it was abruptly closed and they were abandoned after their CEO recklessly became involved in a shaky foreign investment. Juravich argues that workers face a series of paradoxes in the contemporary American workplace. They can no longer assume that large established firms create good jobs. The new working conditions often resemble what was traditionally associated with marginal and low-wage employers. He concludes that we must

bring a discussion about the quality of jobs back into the public discourse and that a "good jobs" strategy is a fundamental building block to economic recovery. Workers' voices are front and center in this highly readable book. It includes striking photographs by Paul Shoul and a CD that presents a series of audio documentaries with excerpts from the interviews, as well as four original songs written and performed by Juravich.

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An innovative, new approach to risk assessment and management that will help you uncover countless opportunities for your company. If a business wants to be sustainable in the twenty-first century, it should focus on the continuous improvements and potential opportunities that risk management offers. Written by risk management experts, this book will provide you with the necessary tools and guidance for the successful

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management of business risk so you can improve your company's triple bottom line-- the social, environmental, and financial accountability of your business. The authors introduce the RISQUE method, which was specifically developed to address a diverse range of events and issues. It offers a multifaceted approach, using a rational process, which will help you make informed, defensible risk management decisions. You'll gain a better

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understanding of the methodology, assumptions, advantages, and disadvantages of this approach. You'll also see how the method can be applied to specific areas within your business to reduce risk and increase opportunities. And you'll learn the necessary skills to implement a risk management process that will demonstrate commitment to triple bottom line management. To enhance the material presented, numerous case

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studies are included that will help you understand how to:

- * Select and justify the best option for a project **
- Determine how much additional liability you'll gain through an acquisition **
- Account for nonquantifiable events **
- Understand how much your company needs to set aside for future liabilities **
- Discover which asset management strategy gives you the best return **
- Use loss of life as a measure of risk to public safety **
- Calculate and report*

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*contingent liability on your balance sheet * Develop an insurance strategy based on your profile of risk*

The Fourth Bottom Line

How to Earn More-- Keep More-- and Invest More Wisely

How Companies Can Leverage Human Resources to Achieve Sustainable Growth Quality, Behavior, and the Bottom Line

The Human Side of Quality Improvement

The Bottom Line Money Book

Being

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A wide range of advice from the newsletter covers such topics as new cars, self-defense, tax loopholes, pets, health, education, careers, and vacations

*The essential handbook to more than sixty common childcare questions--what the science does and doesn't say and how to apply that knowledge to make the best decisions for your unique family--by the New York Times bestselling co-author of *The Whole-Brain Child* and *No-Drama**

Discipline Should I augment breastfeeding with a bottle, or will that cause nipple confusion? What's the latest research on exposing my baby to potential allergens? And what's up with co-sleeping? Every baby and toddler care decision sends parents scrambling to gather the best possible information,

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*while also listening to their own instincts about their child's unique needs. In **The Bottom Line for Baby**, New York Times bestselling author Tina Payne Bryson, PhD, tackles more than sixty common new parent concerns and offers the clear, science-based, and accessible information they seek. From pacifier use and weaning, to sleep scheduling, circumcision, vaccinations and more, she demystifies the issues in three distinct sections: an objective summary of the schools of thought on the topic (including commonly held pros and cons); a concise primer on "What the Science Says," with recommendations for further reading for those interested; and a Bottom Line conclusion. When the science doesn't point us clearly in one direction, Dr. Bryson guides*

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us to assess and apply the information in a way that's consistent with our family's principles. Full of warmth, wit, and expert wisdom, The Bottom Line for Baby will help parents prioritize what they really need to know and do during the first year of precious life.

Retail automotive expert Dale Pollak reveals how dealers in today's pre-owned automotive marketplace can shift out of low gear toward accelerated profits.

Chartered accountant and small business expert Whitely shows how to manage a small business successfully through accounting techniques and how to accurately measure its achievements.

Managing Performance with the Real Numbers

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How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success - and How You Can Too
Transforming the Bottom Line

From the Front Line to the Bottom Line

Beyond The Bottom Line

Integrating Sustainability into Business and Management Practice

Teamwork and the Bottom Line

Frontline Christians in a Bottom Line World debunks the traditional notion that business and belief do not create a profitable partnership. Linda Rios Brook, with a 20-year career as a president of network TV affiliates, gives the inside track on how one can maintain Christian integrity amidst the

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cutthroat politics of corporate America. Taking cues from Old Testament rulers like Joseph, Daniel and David, Brooks plots a game plan on how to not only survive but also how to thrive the ups and downs of marketplace ministry while still glorifying God. Entrepreneurs and evangelists alike should heed these wise words on the apostolic anointing to take dominion over the working world.

This book is a must-read for anyone who has implemented a quality improvement initiative but has not achieved or sustained the desired results. It describes the element that is commonly overlooked by many quality processes; the failure to specifically identify the critical behaviors needed to improve quality and to sustain the quality improvement initiative. The authors provide a detailed understanding of where quality

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processes typically break down and how they work better with a focus on the right behaviors. The book provides a blueprint for engaging employees in a behavior-based quality system that can achieve significant quality improvement for any organization.

This volume is based on extensive research findings and the author's observation that successful managers are people who understand the dynamics of group interaction and can use that understanding effectively to motivate members of their group to achieve important goals. Blending theory, research, and practice, the book emphasizes a "management through teamwork" strategy in task groups that increases both the quality and quantity of goods and services, improves decision making, and is beneficial to their members. While

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closely linked to a large body of applied research evidence, Teamwork and the Bottom Line makes liberal use of examples drawn from business oriented publications and from the author's experiences in manufacturing, service, sales, information systems, health care, and other work environments. It includes numerous ideas that can help managers become more secure in their current roles by developing a more complete knowledge base about potential "change levers."

The latest information on breakthroughs in allergies and respiratory conditions, brain health, cancer, cardiovascular disease, diabetes, digestive disorders, emotional health and much much more.

Why Schools Can't Be Businesses

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Environmental Accounting for Management: Current Practice and Future Trends

How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line

The Bottom Line Personal Book of Bests

Environmentally Responsible Engineering

How to Profit in Any Economic Cycle

How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success -- and How You Can Too

Maximizing the Triple Bottom Line through Spiritual Leadership draws on the emerging fields of workplace spirituality and spiritual leadership to teach leaders and their constituencies how to

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develop business models that address issues of ethical leadership, employee well-being, sustainability, and social responsibility without sacrificing profitability, growth, and other metrics of performance excellence. While this text identifies and discusses the characteristics necessary to be a leader, its major focus is on leadership—engaging stakeholders and enabling groups of people to work together in the most meaningful ways. The authors offer real-world examples of for-profit and non-profit organizations that have spiritual leaders and which have

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implemented organizational spiritual leadership. These cases are based on over ten years of research, supported by the International Institute of Spiritual Leadership, that demonstrates the value of the Spiritual Leadership Balanced Scorecard Business Model presented in the book.

"Pracademic" in its orientation, the book presents a general process and tools for implementing the model.

This book provides a clear understanding of performance improvement opportunities and what is at stake if these opportunities are overlooked. It

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outlines a powerful and logical approach for assessing the state-of-play in any organization, and offers ways to estimate the specific opportunities related to implementing a change in strategy and practices. It also details a comprehensive framework for organizing the transformation plan across multiple dimensions, and gives advice on which areas to focus on first in order to build and ensure success.

A Simon & Schuster eBook. Simon & Schuster has a great book for every reader.

Almost two decades after it emerged as an

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essential business tool, competitive intelligence is still finding its way. Despite its recognized importance, companies struggle to acquire the kind of intelligence they need and measure its effectiveness and value. This book provides essential tools for selecting the right kind of CI and assessing its contributions to a company's financial performance. The authors identify three fundamental, intertwined mistakes a company can make, showing how to evaluate them and repair the damage they may have done. McGonagle and Vella dissect the current state of CI, survey its

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evolution into five distinct yet overlapping types, develop a framework for determining which types fit special needs, and evaluate means of communicating CI up and down the line. They discuss the most common raw data source categories--the bases of support for all CI analyses--and the workings of metrics in general. CI professionals and related end users are provided with a process they can employ immediately, right out of the box, which will not only help them select the right metric but will prove invaluable as they seek to evaluate the future metrics that are sure to

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come.

How to Master the Essential Techniques for
Managing Small Business Finances

The Degradation of Work in the 21st Century

How to Build Value Through People and
Organization

Successful Bottom-Line Management for Book
Publishers

The Bottom Line for Baby

Putting Social Responsibility To Work For Your
Business And The World

Bottom Line Financial Planning

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How can you turn an English department into a revenue center? How do you grade students if they are "customers" you must please? How do you keep industry from dictating a university's research agenda? What happens when the life of the mind meets the bottom line? Wry and insightful, Shakespeare, Einstein, and the Bottom Line takes us on a cross-country tour of the most powerful trend in academic life today--the rise of business values and the belief that efficiency, immediate practical usefulness, and marketplace triumph are the best measures of a university's success. With a shrewd eye for the telling example, David Kirp relates stories of marketing incursions into places as diverse as New York University's philosophy department and the University of Virginia's business school, the high-minded University of

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Chicago and for-profit DeVry University. He describes how universities "brand" themselves for greater appeal in the competition for top students; how academic super-stars are wooed at outsized salaries to boost an institution's visibility and prestige; how taxpayer-supported academic research gets turned into profitable patents and ideas get sold to the highest bidder; and how the liberal arts shrink under the pressure to be self-supporting. Far from doctrinaire, Kirp believes there's a place for the market--but the market must be kept in its place. While skewering Philistinism, he admires the entrepreneurial energy that has invigorated academe's dreary precincts. And finally, he issues a challenge to those who decry the ascent of market values: given the plight of higher education, what is the alternative? Table of Contents:

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Acknowledgments Index Reviews of this book: An illuminating view of both good and bad results in a market-driven educational system. --David Siegfried, Booklist Reviews of this book: Kirp has an eye for telling examples, and he captures the turmoil and transformation in higher education in readable style. --Karen W. Arenson, New York Times

Reviews of this book: Mr. Kirp is both quite fair and a good reporter; he has a keen eye for the important ways in which bean-counting has transformed universities, making them financially responsible and also more concerned about

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developing lucrative specialties than preserving the liberal arts and humanities. Shakespeare, Einstein, and the Bottom Line is one of the best education books of the year, and anyone interested in higher education will find it to be superior. --Martin Morse Wooster, Washington Times

Reviews of this book: There is a place for the market in higher education, Kirp believes, but only if institutions keep the market in its place...Kirp's bottom line is that the bargains universities make in pursuit of money are, inevitably, Faustian. They imperil academic freedom, the commitment to sharing knowledge, the privileging of need and merit rather than the ability to pay, and the conviction that the student/consumer is not always right. --Glenn C. Altschuler, Philadelphia Inquirer

Reviews of this book: David Kirp's fine

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new book, Shakespeare, Einstein, and the Bottom Line, lays out dozens of ways in which the ivory tower has leaned under the gravitational influence of economic pressures and the market. --Carlos Alcal', Sacramento Bee Reviews of this book: The real subject of Kirp's well-researched and amply footnoted book turns out to be more than this volume's subtitle, 'the marketing of higher education.' It is, in fact, the American soul. Where will our nation be if instead of colleges transforming the brightest young people as they come of age, they focus instead on serving their paying customers and chasing the tastes they should be shaping? Where will we be without institutions that value truth more than money and intellectual creativity more than creative accounting? ...Kirp says plainly that the heart of the university is the common

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good. The more we can all reflect upon that common good--not our pocketbooks or retirement funds, but what is good for the general mass of men and women--the better the world of the American university will be, and the better the nation will be as well. --Peter S. Temes, San Francisco Chronicle

Reviews of this book: David Kirp's excellent book *Shakespeare, Einstein, and the Bottom Line* provides a remarkable window into the financial challenges of higher education and the crosscurrents that drive institutional decision-making...Kirp explores the continuing battle for the soul of the university: the role of the marketplace in shaping higher education, the tension between revenue generation and the historic mission of the university to advance the public good...This fine book provides a cautionary note to all

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in higher education. While seeking as many additional revenue streams as possible, it is important that institutions have clarity of mission and values if they are going to be able to make the case for continued public support. --Lewis Collens, Chicago Tribune Reviews of this book: In this delightful book David Kirp...tells the story of markets in U.S. higher education...[It] should be read by anyone who aspires to run a university, faculty or department. --Terence Kealey, Times Higher Education Supplement The monastery is colliding with the market. American colleges and universities are in a fiercely competitive race for dollars and prestige. The result may have less to do with academic excellence than with clever branding and salesmanship. David Kirp offers a compelling account of what's happening to higher education,

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and what it means for the future. --Robert B. Reich, University Professor, Brandeis University, and former U.S. Secretary of Labor Can universities keep their purpose, independence, and public trust when forced to prove themselves cost-effective? In this shrewd and readable book, David Kirp explores what happens when the pursuit of truth becomes entwined with the pursuit of money. Kirp finds bright spots in unexpected places--for instance, the emerging for-profit higher education sector--and he describes how some traditional institutions balance their financial needs with their academic missions. Full of good stories and swift character sketches, Shakespeare, Einstein, and the Bottom Line is engrossing for anyone who cares about higher education. --Laura D'Andrea Tyson, former Chair, Council of Economic

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Advisers David Kirp wryly observes that "maintaining communities of scholars is not a concern of the market." His account of the state of higher education today makes it appallingly clear that the conditions necessary for the flourishing of both scholarship and community are disappearing before our eyes. One would like to think of this as a wake-up call, but the hour may already be too late.

--Stanley Fish, Dean of the College of Liberal Arts and Sciences, the University of Illinois at Chicago This is, quite simply, the most deeply informed and best written recent book on the dilemma of undergraduate education in the United States. David Kirp is almost alone in stressing what relentless commercialization of higher education does to undergraduates. At the same time, he identifies places where

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administrators and faculty have managed to make the market work for, not against, real education. If only college and university presidents could be made to read this book!

--Stanley N. Katz, Center for Arts and Cultural Policy Studies, Princeton University

Once a generation a book brilliantly gives meaning to seemingly disorderly trends in higher education. David Kirp's *Shakespeare, Einstein, and the Bottom Line* is that book for our time [the early 21st century?] With passion and eloquence, Kirp describes the decline of higher education as a public good, the loss of university governing authority to constituent groups and external funding sources, the two-edged sword of collaboration with the private sector, and the rise of business values in the academy. This is a must read for all who care about the future

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of our universities. --Mark G. Yudof, Chancellor, The University of Texas System David Kirp not only has a clear theoretical grasp of the economic forces that have been transforming American universities, he can write about them without putting the reader to sleep, in lively, richly detailed case studies. This is a rare book. --Robert H. Frank, Johnson Graduate School of Management, Cornell University David Kirp wanders America's campuses, and he wonders--are markets, management and technology supplanting vision, values and truth? With a large dose of nostalgia and a penchant for academic personalities, he ponders the struggles and synergies of Ivy and Internet, of industry and independence. Wandering and wondering with him, readers will feel the speed of change in contemporary higher

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education. --Charles M. Vest, President, Massachusetts Institute of Technology

Organization development practitioners have, for over half a century, engaged with organizations to help them grow and thrive. The artful application of Organization Development (OD) has helped business leaders articulate vision, rethink business processes, create more fluid organization structures and better utilize people's talents. While business leaders and OD practitioners intuitively believe that OD provides valuable results, rigorous measurement of the value delivered has long eluded many OD practitioners. 'Bottom-Line Organization Development' provides powerful tools to capture and measure the financial return on investment (ROI) of OD projects to the business. Given the increasing competition for

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budget and resources within organizations and the requirements of demonstrating tangible results, the need for such OD measurement tools is very high. But in addition to proving the value of OD projects, integrating evaluation into the change management process itself can actually increase the value of the change initiative because it opens up new ways of capturing and increasing the value of change initiatives. In other words, there is an ROI to ROI. Merrill Anderson calls this new way of approaching OD "strategic change valuation." The book explains the five steps in the OD value process - diagnosis, design, deployment, evaluation and reflection. In addition, three case studies take readers through the process of applying bottom-line OD to three types of popular strategic change initiatives: executive coaching,

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organization capability, and knowledge management. Readers will gain a holistic perspective of how to make the seemingly intangible benefits of these initiatives tangible. "Ford Motor Company would not have survived the competition had it not been for an emphasis on results. We must view education the same way," the U.S. Secretary of Education declared in 2003. But is he right? In this provocative new book, Larry Cuban takes aim at the alluring cliché that schools should be more businesslike, and shows that in its long history in business-minded America, no one has shown that a business model can be successfully applied to education. In this straight-talking book, one of the most distinguished scholars in education charts the Gilded Age beginnings of the influential view that American schools

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should be organized to meet the needs of American businesses, and run according to principles of cost-efficiency, bottom-line thinking, and customer satisfaction. Not only are schools by their nature not businesslike, Cuban argues, but the attempt to run them along business lines leads to dangerous over-standardization--of tests, and of goals for our children. Why should we think that there is such a thing as one best school? Is "college for all" achievable--or even desirable? Even if it were possible, do we really want schools to operate as bootcamps for a workforce? Cuban suggests that the best business-inspired improvement for American education would be more consistent and sustained on-the-job worker training, tailored for the job to be done, and business leaders' encouragement--and adoption--of an ethic of civic

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engagement and public service.

Are you looking for a more compassionate, caring and loving way to lead? Do you want to be a leader that makes a meaningful difference, who opposes injustice and strives to make the world a better place? In this unique, empowering and inspiring guide, Business Leader and BCorp Ambassador Paul Hargreaves challenges you to banish outdated, paternalistic, 'command and control' leadership and instead embrace the positive, proactive and purpose-led styles that have the power to energise, empower, elevate and change the world. Using an enlightening and thought-provoking mix of stories, quotes and case-studies, Paul will guide you on a journey through 50 essential leadership qualities. Day by day he'll equip you with ingenious ideas, inspiration and the

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mindset you need to become a leader who: Nurtures, supports and cherishes the planet as well as your people. Releases love, compassion and care throughout your organisation. Challenges the status quo and is a catalyst for positive change. Uses empathy, trust and mutual respect to drive success and encourage the best in others. By becoming a genuinely dynamic and human leader who's driven by principle, purpose and passion, you'll make a more profound impact on your business and the world as you create a legacy to be proud of.

Maximizing the Triple Bottom Line Through Spiritual Leadership

Shakespeare, Einstein, and the Bottom Line

The Triple Bottom Line

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Enhancing Profit, Environmental Performance, and
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Bottom-Line Organization Development

*Beyond the Bottom Line: Integrating the UN
Global Compact into Management Practice is the
first book to look at how the Ten UN Global
Compact Principles and the sustainability agenda
can be incorporated into business practice. The
UN Global Compact is the largest corporate
sustainability initiative and, with over 12,000*

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participating organizations, provides a major influence on global business sustainability practices. Its mission is to guide organizations in how to (1) do business responsibly by aligning their strategies and operations with Ten Principles on human rights, labour, environment and anti-corruption; and (2) take strategic actions to advance broader societal goals, such as the UN Sustainable Development Goals, with an emphasis on collaboration and innovation. This new book addresses head-on some of the most persistent managerial challenges faced by businesses and organizations today. To what

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extent are businesses able to practice responsible management with regard to the Ten Principles of the UN Global Compact? How can managers of organizations comprehensively and pragmatically address the risks and responsibilities concerning these complex and changing issues in their policies and practice? It also offers a platform for academics to confront some of the most intriguing intellectual challenges on this topic. Publishing in the 21st century is a rapidly changing business, and this highly readable and comprehensive reference covers it all: editorial acquisition and process, the importance of

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metadata, operations procedures, financial benchmarks and methods, and personnel management as well as product development, production, and sales and marketing. Written for the practicing professional just starting out or looking to learn new tricks of the trade, as well as self-publishers who want to understand the industry, this revised and expanded fifth edition contains updated industry statistics and benchmark figures, features up-to-date strategies for creating new revenue streams, approaches to online marketing and sales, key concepts of e-book publishing, and provides new information

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about using financial information to make key management decisions. A new title P & L that incorporates e-books is provided. Over 30 highly practical forms and sample contracts are also included for up-to-the-minute advice.

"Spiritual" dialogues usually aim to guide the seeker towards enlightenment, towards escape from identification as a suffering individual. In Being: The Bottom Line, however, Nathan Gill points out that "enlightenment" only appears significant from the viewpoint of "me" - it's only the story of "me" that requires enlightenment. Your true nature is Being, and Being is already all

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that is (even when there is seeming ignorance of that), with no requirements whatsoever.

Explores the factors contributing to the disparity between worker and CEO compensation, as well as the disregard for personal morality in the corporate culture, and suggests methods for redressing the injustices

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Flourishing in the new era of compassionate leadership

Argues that 30 percent of a company's costs are for activities which do not benefit the customer, offering strategies for measuring and developing workflows which add value to the customer

The Green Bottom Line

Tyranny of the Bottom Line